



# NEWS

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## FOR IMMEDIATE RELEASE

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### **Children's Book Drive Kicks Off on César E. Chávez Day**

*Multi-Department effort aimed at providing children with educational materials*

The seventh annual César E. Chávez Children's Book Drive will begin on Monday, March 31 - Chávez's Birthday - and will end on May 5, 2008. Children from across the state will receive books collected during the campaign, which is co-sponsored by the California Highway Patrol (CHP), the Department of Housing and Community Development (HCD), the Department of Financial Institutions (DFI) and the Business, Transportation and Housing Agency.

"Thanks to the public's help, last year's book drive was a huge success with more than 6,400 books collected and distributed throughout the state," said CHP Commissioner Joe Farrow. "It is that generous spirit that helps make California a wonderful place to live."

New and gently used children's books, in all languages, can be dropped off at the CHP's Headquarters, located at 2555 First Avenue (at 26<sup>th</sup> Street & Broadway), Sacramento 95818. The books will be distributed to schools, shelters and other charitable organizations.

The César E. Chávez Children's Book Drive began in 2001 with the idea to honor César Chávez for his humanitarian efforts and to commemorate the first César E. Chávez Day of Service and Learning. The California Department of Housing and Community Development employees originally donated books to farm worker children for distribution to HCD's Office of Migrant Service Centers throughout California.

"Education was a passion for César Chávez and we want to continue his message that learning to read is an important part of every child's development," said Lynn L. Jacobs, Director of the California Department of Housing and Community Development. "Education and housing help build strong communities where children and their families can grow and thrive."

In 2003, the California Highway Patrol joined this effort, and in 2005 the Department of Financial Institutions began participating. The book drive has expanded to include schools, shelters, and other charitable organizations. Since its inception, more than 60,000 books have been donated.

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